

SCSEP REGIONAL TRAINING PY 2006 RECRUITMENT IDEAS

COMMUNITY PARTNERSHIPS

- ▶ **Utilize Interns and Volunteers** (Americorps, VISTA, RSVP and others)
- ▶ **Build Relationships** – funeral home personnel, bereavement counselors, medical centers, doctor's offices, beauty/barber shops, tribal agencies, nursing homes and halfway houses
- ▶ **Develop Affiliations** with Senior Public Assistance Departments to recruit those individuals who do not have enough quarters to collect social security
- ▶ **Sponsorships** – participate in Senior Days or Open Houses at: your agency, churches, libraries, banks, museums, restaurants, supermarkets, housing authorities, pharmacies, department stores, county health departments, health care centers and hospitals
- ▶ **Team Up** with businesses and ask if they will subsidize advertising
- ▶ **Work Your Recruitment Plan:** check daily, weekly and monthly plans; ensure you follow through – assign responsibility

NETWORKING

- ▶ **Involve Board Members** (WIA, Agency, etc.) - ask board members and corporate partners for assistance. Example: Chair of local regional grocery store chain printed agency info, phone number with “looking for work” on 10,000 grocery bags which generated many phone calls that helped program exceed service level goal that year
- ▶ **Contact Participants** – ask them to talk with their friends, pharmacy and church to spread the word about SCSEP.
Develop quarterly newsletter to your participants to keep them apprised of openings and opportunities
- ▶ **Contact Senior Job Bank** at Chamber of Commerce - targeting local employer needs (use clearing house approach)
- ▶ **Contact Temp Agencies** – what are their needs, assignments, training requirements and training opportunities
- ▶ **Reach Out:** Work with foreign language groups – people who have come to this country to work usually want a job. Language is not that great a barrier.
- ▶ **Word of Mouth**
- ▶ **Face to Face Contacts** – in rural areas
- ▶ **Network** by placing ads/articles in newsletters, posting flyers on bulletin boards, leaving brochures at offices/waiting areas, attending meetings and scheduling presentations to:
 - Area Agencies on Aging (especially referral specialists)
 - Volunteer Centers – information and referral offices
 - Community Action Programs
 - Vets Groups/Hospitals
 - Civic organizations
 - Job Services/Job Fairs
 - Senior Centers
 - Prisoner Re-entry Programs
 - AARP Chapter meetings
 - Family Social Services

- Health Departments
- Aging network
- Nutrition Centers
- Faith-based organizations
- HEAP offices
- Corporate Partners
- Transportation Offices
- Senior Housing Centers
- United Way organizations
- HUD (use new TEGL)
- Food Stamp offices
- One-Stop Centers (develop referral between partners, implement Job Clubs, maintain database with openings, co-enroll applicants and attend partner meetings to educate about SCSEP)
- Salvation Army, Goodwill, Easter Seals, Volunteers of America
- Department of Rehabilitation Services
- Food Pantries
- State/County/City Agencies
- Home Health Agencies
- Libraries
- Women's Centers
- Homeless Shelters
- Domestic Violence Programs
- Chambers of Commerce
- Masonic Lodges, Elks Lodge, American Legion
- Hospitals
- Parent Teacher Associations (PTAs)
- Lions Club, Rotary, Civitan, Kiwanis
- University classes for individuals 60+
- Grocery/Retail stores
- Host Agencies
- Employers

Attendee Suggestions: Get out in the community. Be verbal and be known! Promote program positively, so others know you believe in it. If you send a letter, follow up with a phone call.

OUTREACH/PROMOTIONS

- **Develop Campaign** for National Employ Older Workers Week: create proclamation, mailings, news articles, presentations
- **Engage Host Agencies** – ask for referrals, post flyers, conduct presentations, direct mail, invite for breakfast meeting/recruitment activities
- **Hang Posters/Leave Brochures** (tear offs are great ideas) in: license agencies, condominium communities, laundromats, bingo halls, restaurants, libraries, bowling alleys, gyms, dry cleaners, flea markets and tax assistance centers

- ▶ **Inserts** into utility company bills, HEAP programs, social security checks, Penny Savers
- ▶ **Utilize Intergenerational Promotions:** Schools – flyers to children/grandchildren of potential applicants; meetings of grandparents raising grandchildren. Community/Recreation centers – information to siblings, children and grandchildren
- ▶ **Print Advertisement** on grocery store bags, pharmacy bags or retail store bags (ask them to cover print cost) or place flyers in bags
- ▶ **Place Billboards** (leverage paying for some to get others donated) - signage on busses, taxi tops and/or trash receptacles. Use catchy phrase like “don’t waste valuable resources”
- ▶ **Implement Direct Mail Campaign** (post cards) to: participants, 55+ list from One-Stop Centers and service clubs
- ▶ **Attend Meetings/Conferences** – Senior Job Fairs, Senior Health Fairs, Senior Expos and State Fairs
 - ▶ **Use Catchy Slogans/Taglines:** “Ability is Ageless”, “Earn while you Learn”, “We’re here for You”, “Subsidized Training”, “Free computer training”
- ▶ **Use Promotions** – stretchy dollar bill (cartoon) need money? You may be eligible for SCSEP
- ▶ **Continually Promote** the program - “carrying the program with us” i.e. having cards with us; keeping eyes open for prospects

Attendee Suggestion: Remember seniors gather where free prizes, grab bags or food are offered

MEDIA

▶ **Newspapers**

- **Advertise** in community and senior newspapers. Work with newspapers to write articles about successful older workers, be sure to include contact information.
- **Help Wanted Ads** – non-rural areas

Attendee Suggestion: Place ad on obituary page of newspaper (older adults check the obits page regularly)

▶ **TV Stations**

- **PSA** from DOL/ETA running on cable TV and local networks
- target a **PSA** to run during Lawrence Welk show or special programs of interest to seniors
- Participate/**advertise** in local cable station programs for seniors channels

▶ **Radio Stations**

- Develop **relationships** with local radio programs. Check demographics and target older population

▶ **Internet**

- Post **articles/ads** on senior websites

▶ **Use “Priority”** with new e-mail messages – sense of urgency

Attendee suggestion: Advertise computer training as it attracts many good prospects

Test your strategies to see if you are getting results!!